

Sales Performance Analysis

white space STRATEGY

www.whitespacestrategy.com

White Space identified key areas of opportunity and threat, to help turnaround a struggling business unit and drive wider company strategy...

CLIENT:

Multinational technology company with revenues in excess of £40bn

KEY QS:

- What are the revenue decline patterns?
- Where should we be making further investment?
- Are there hotspots by country, product, customer segment or partner?
- How do patterns change over time and what can we do to improve?
- How do sales of substitute products compare?

This consulting project used both big data sources and cutting edge analytics techniques

THE DATA:

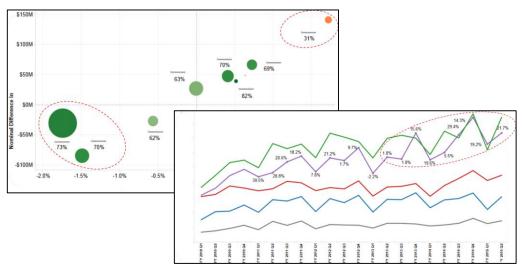
3 TB of data, 450+ data files, 60bn datapoints

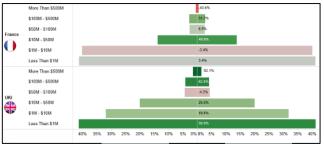
THE ANALYTICS:

Blending & cleansing data from multiple sources
Analyse trends, build answers to key questions
Conduct statistical and predictive analytics
Visualise the findings in a clear, easy-to-understand way
Summarise key conclusions and deliver to senior
decision makers

THE RESULT:

- Our work informed changes that helped increase revenue by more than £200m over 1 year
- Provided a framework for strategic decision making, using data, going forward





"One of the best things about this project was the volume of data that was translated into meaningful information and the powerful conclusions that were drawn" EMEA Strategy and Planning Manager

